

"Bring in this coupon, feast on Pasqually's™ pizza, catch the Warblettes™ wailin' Soul, Crusty™ and Jasper™ singin' and jokin', play one of our 30 amusement games… and I'll give you a T-shirt! FREE!"

"Just like I'm wearin'! I'm yer host, Chuck E. Cheese,™ alias "The Big C." (Pleased to meetcha!) I wantcha to personally help me celebrate the Grand Opening of the most **unique** family pizza restaurant **ever!**

With great pizza, 3 dimensional computer animated, larger-than-life animals doin' their singin' and joke tellin' routines, the latest games. It's a pizza "nightclub" for kids from 1–100.

The food's something else.

"Delicious special recipe pizzas – your favorites, plus a new high protein treat. There's 8 different hot sandwiches, a salad bar, and the newest treat – sensational soft frozen yogurt.

In Pizza We Trust.

"Special tokens (25¢ value) are given free with different menu "specials." You use 'em as well as quarters to play the games in our special game rooms and pizza booths.

Animals that talk and sing.

"Pasqually, our singing, animated chef, calls your order number in his Italian dialect. And our animated Pizza Time Players, The Warblettes (3 soul singin' magpies), Crusty the Cat,™ Jasper T Jowls™ (our banjo-pickin' hillbilly dawg), and me, we do our numbers in 3 shows a day!

Family events.

"Special Event Distractions, birthdays and the like, can also be programmed by the manager. (He's a real human no cold nose or fur or nothin!)"

Pizza Timer Grand Opening Special!

"Here's the deal! To get a FREE Pizza Time Theatre T-Shirt (wait 'til you see it in color) all you have to do is:

- Bring in this coupon to my place here beginning May 17.
- Buy any of my large size pizzas.
- You have to be 16 or under and come with an adult. And you only get one T-Shirt per family (sorry, our supply is very limited.)
- Hurry, cause the offer is limited to the first 1000 kids.

Bonus!

"I'm also givin' away DOUBLE game tokens for each large pizza of your choice. Tuesday May 17, through Friday, May 20. So hurry up and get here for the goodies."

STEVENS CREEK BLVD
HWY 17
PIZZA TIME THEATRE
TOWN & COUNTRY VILLAGE
HWY 280
S. WINCHESTER BLVD

CHUCK E. CHEESE'S ©

PIZZA TIME THEATRE

370 South Winchester Blvd.
San Jose, CA (408) 296-4600

ORIGINAL PIZZA TIME THEATRE
1977 GRAND OPENING NEWSPAPER AD

(Photoshop Recreation using digital photographs, microfilm scans, and elements of original document)

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